

North Jersey Jewish Business Alliance Hosts Third Annual Legislative and Business Luncheon



Dov and Shmuel Lenchevsky

L-R: Mr. Phil Goldshmidt, Mr. Raphael Ghermezian, Assemblyman Robert Auth, Mr. Louis LaSalle, Mr. Ronnie Sevilla, Mr. Miles Berger, Assemblyman Nicholas Chiaravalloti, Mr. David Rosenberg, Mr. Maksim Sheyn, Freeholder Anthony Romano, Governor Richard Codey, Bayonne Mayor James Davis, Mr. Nathan Herzog, Bayonne Councilman-At-Large Juan Perez, Mr. Ezra Friedlander.

JULIE AHN

The North Jersey Jewish Business Alliance (NJJBA), formerly known as the Hudson County Jewish Business Alliance, hosted its third annual legislative and business luncheon at the Robert Treat Hotel in Newark, New Jersey.

Due to its incredible and exponential success, the luncheon also marked the Alliance's name change. By providing a comprehensive network for Jewish business owners to expand their reach, the Alliance, too, expanded with tenacity, and now includes the greater North Jersey area. The Alliance has carefully put together a board of prominent business leaders to ensure its continued success.

After a bustling networking session, the program commenced with an introduction by Mr. Ezra Friedlander, emcee, as well as opening remarks by Mr. Miles Berger, the host and chairman of the board.

Mr. David Rosenberg, founder and executive director of the NJJBA, thanked and recognized the presence of the esteemed crowd in front of him. With great pride, Mr. Rosenberg stated: "In Judaism, anything repeated 3 times becomes... permanent."

Since its inception in 2015, Mr. Rosenberg has wanted to ensure that Northern Jersey is recognized as an unparalleled place to live, work and visit for the Jewish individual. Celebrating its third annual legislative luncheon, the Alliance has worked hard to assist businesses in their decision-making process, and to connect them not only with other business executives, but also with distinguished and influential New Jersey officials and legislative leaders.

Mr. Ronnie Sevilla, Hudson County retail market manager for Investors Bank, took the stage to introduce Lieutenant Governor of New Jersey Kim Guadagno. "In 2009, we had 9.9% unemployment, virtually dead last in any economic indicator of success, people were fleeing the state of New Jersey

not by the tens of thousands, but by the hundreds of thousands... so long as you do the job, and you do it the best you can... and that's what I've been doing for the past eight years," Lt. Governor Guadagno explained. "Today as I stand here, we went from 9.8% unemployment to 4.1%. We have more people working in New Jersey today than ever in the history of the state," she beamed.

Freeholder Anthony Romano then presented the Hudson County Proclamation: "Hudson County Board of Freeholders would like to honor and commend the NJJBA on its expansion and name change. We will always be proud to recognize this organization, and we will work in tandem for the success of this organization."

The Leadership in Excellence Award was presented to honoree Assemblyman Nicholas Chiaravalloti, who serves the 31st legislative district of New Jersey. "I'm deeply honored to receive this award and recognition. Although, I am more grateful for the support and friendship the organization and so many of its members have shown me in recent years," said the Assemblyman.

Mr. Louis LaSalle, vice president for external affairs of RWJBarnabas Health, took the podium to introduce Senator Richard Codey (D-NJ). Senator Codey, who spoke on behalf of Democratic nominee for governor, Phil Murphy, offered poignant words: "People want to relate to their president, their governor, and their mayor... We've got to turn the page to a governor that's got to listen to us and do the right thing. It's not going to be an easy day, but it will be a good day."

The third consecutive legislative and business luncheon can only mean continued success and growth not only for the Alliance, but for the state of New Jersey as well. With top business executives and distinguished officials and legislative leaders working together, New Jersey will only experience continued success. For more information please contact: Info@njjba.com.

COMMUNICATED

Tnuva Introduces New 'Deli Cut' Cheeses

SHLOMO STEPHENS

Just in time for the busy back-to-school and Yom Tov seasons, TnuvaUSA has unveiled a new line of sliced "Deli Cut" cheeses at supermarkets in the metro region.

Tnuva's Edam, Swiss and Muenster cheeses are now featured in 6 ounce deli cut packaging, which features a re-sealable zipper to lock in freshness after usage.

"Deli cut cheeses are not only a convenient, easy to use choice for consumers but this selection also creates better choices for delicious sandwiches and toasts, whether for breakfast, lunch or dinner," said Mr. Yoram Behiri, president and CEO of TnuvaUSA. "Because of the growing demand for deli cut products, we will also be featuring all of the aforementioned cheeses in their light versions in the coming weeks."

TnuvaUSA's Deli Cut, Edam, Swiss and Muenster cheeses are *chalah Yisrael* and kosher for year-round usage (including Passover) and highlights the Vaad Mehadrin, Chug Chasam Sofer Bnei Brak and OU-D (Orthodox Union) *kashrus* standards.

Cherry Tomato & Cheese Torte

Serves: 6

Preparation Time: 10 minutes

Cooking Time: 30 minutes

Ingredients:

- ½ package Frozen Rolled Puff Pastry Dough for Sweet and Savory Pastries, prepared according to the package
- 2 cups cherry tomatoes
- 1 clove garlic, crushed

- 1 bunch chopped fresh basil
- 1 tablespoon olive oil
- Salt, to taste
- ½ container (about 1 cup) Tnuva Goat Cheese
- ½ package (3/4 cup) Tnuva Edam Deli Cut Cheese, finely chopped
- ½ container (about 1 cup) Tnuva Feta Sheep's Milk Cheese, crumbled
- 1 tablespoon dried oregano

For coating:

- 1 egg + 1 tablespoon water, mixed well
- Bake in 10" square baking dish

Preparation:

1. Heat the oven to 350 degrees Fahrenheit and cover baking pan with baking paper.
2. In a bowl, mix the cherry tomatoes, garlic, basil, salt and olive oil.
3. Cut the dough into a 10" square and place onto the baking paper. Using the remaining dough, cut 4 strips about 10" in length and 2" in width. Set each piece of dough onto each side of the baking dish, creating a frame on all four sides.
4. Spread Goat Cheese onto the dough. Sprinkle with the Edam and Feta cheeses, and top with oregano.
5. Arrange the tomato mixture over the cheeses. Brush the edges of the dough with egg.
6. Bake for 30 minutes until the dough is golden and the cheese is bubbling. Serve immediately.



Tnuva Deli Cut Cheeses.